



CITY OF
HAYWARD
HEART OF THE BAY

Economic Development Strategic Plan
Branding and Marketing

Fran Robustelli, *HR Director*

Dennis Erokan, *President of The Placemaking Group*

CEDC January 28, 2013



Branding & Marketing

Goal BM1: Identify and develop a brand that showcases Hayward's strengths

Branding Blueprint

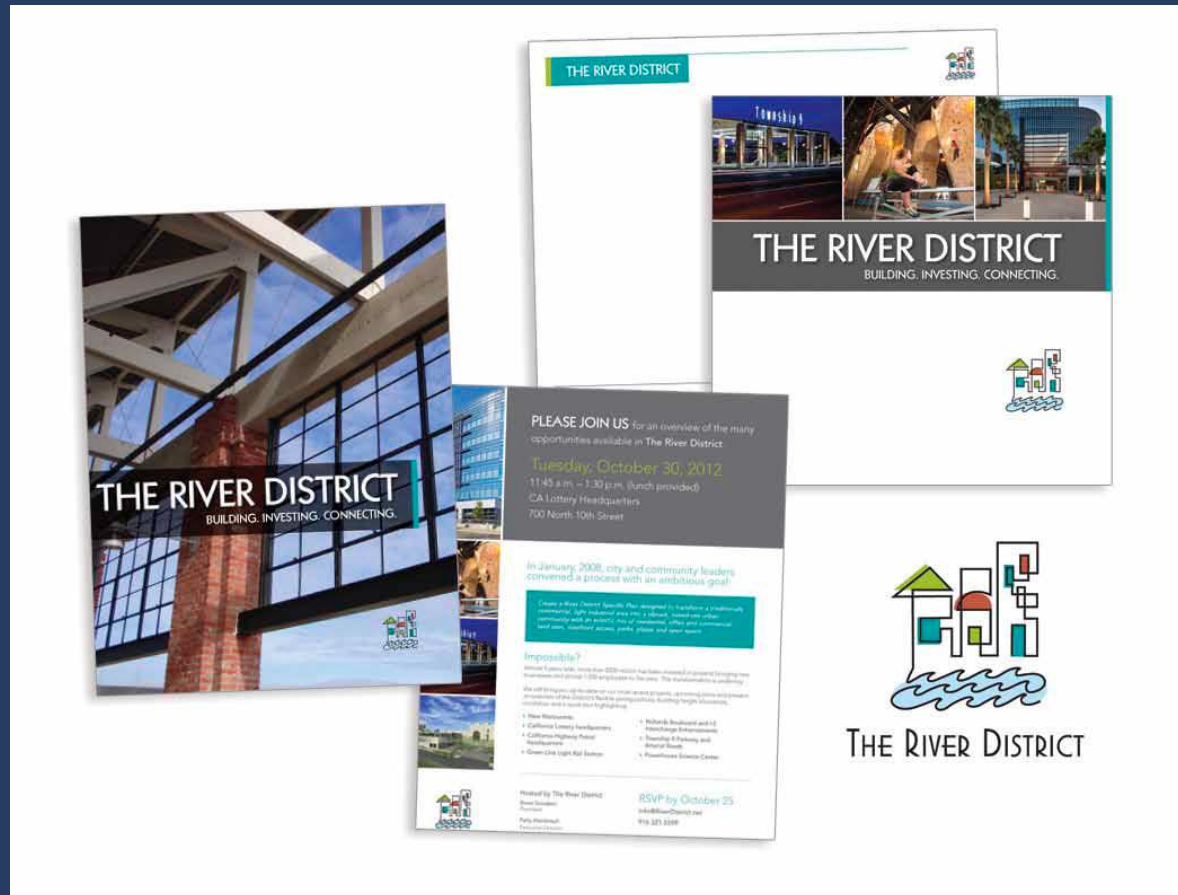


Brand Elements	
Brand Destination	What is your destination?
Brand Vision	The big picture – what is your destination for the long run? (Example: Apple Computer)
Brand Positioning	Where does your destination fit in the market? How should your visitor perceive you from the competition?
Brand Target	Identify your prospects. What are their needs, wants, attitudes, and opinions?
Brand Name	What is the name of your destination? It should be short, unique, consistent with the destination's personality, easy to pronounce, and easy to remember.
Brand Identity	This is the logo, the name, the graphics, and the overall look and feel you choose to use. People will identify your destination with these graphics and colors.
Brand Promise	What does your destination promise to provide? It is essential to meet the customer's expectations. (Examples: Reliable, Creative, Sophisticated.)
Brand Personality	This is about the overall feel of your destination. How will they feel about your destination? How will they feel about your destination? (Example: Memorable; Nerdy, Serious, etc.)
Brand Packaging	How will your destination be packaged? (Example: Brochures, etc.)
Brand Distribution	How does your destination reach the customer? (Example: Brochures? Publicity?)
Brand Association	Sometimes associations with another brand can be helpful. Do you have any associations with other destinations? Events? (Example: Partnering with other destinations?)
Brand Credentials	Awards, Certifications, Quality-checking authorities, and other articles, etc.
Brand Message	What is the single most important thought you want your prospects to remember about your destination?



Branding & Marketing

Goal BM2: Develop and execute a comprehensive marketing program



Branding & Marketing

Goal BM3: Strengthen and expand events and opportunities for community members, businesses, and visitors to engage with Hayward businesses



Napa Cajun Festival



Updates to Performance Measures

Goal BM1: Identify and develop a brand that showcases Hayward's strengths

Previously	Updated to (includes target)	Baseline
Biannual citizen satisfaction survey shows that X% or more of citizens have a more positive image of Hayward, and this image is consistent with the brand that the City has identified	85% or more of citizens have a positive image of Hayward in the Citizen Survey	79% in the 2012 Citizen Survey
Added	Three of the top five positive characteristics listed by citizens in the Citizen Survey are reflective of the City's brand	Need to do brand assessment, then measure baseline during first year
X% of customer service surveys from all City departments reflect that staff is embodying the key themes of the City's brand	90% or more of customers taking customer surveys state that that staff is embodying the themes of the City's brand	Need to do brand assessment, then measure baseline during first year
Percent of communication pieces in the City's annual portfolio that demonstrate unified messaging and images that reinforce and are consistent with the City's brand	100% of materials in the City's annual portfolio demonstrate unified messaging and images that reinforce and are consistent with the City's brand	Need to compile portfolio, then measure baseline during first year
Number of incidents of others embracing and using the City's brand	Remove (track anecdotally)	



Updates to Performance Measures

Goal BM2: Develop and execute a comprehensive marketing program

Previously	Updated to (includes target)	Baseline
X% increase in number of inquiries from external businesses and developers who are interested in locating or doing projects in Hayward	By the end of year two, a 30% increase in inquiries from external businesses and developers that are interested in locating or doing projects in Hayward	Data currently being tracked manually, new staff will establish baseline during first year
X% increase of in knowledge about Hayward and its attributes, measured through a biannual survey of brokers, developers and business organizations	By the end of year three, a 30% increase in awareness about Hayward's attributes, as measured through a biannual survey of brokers, developers and business organizations	Measure baseline during first year
X% increase in number of positive media stories	By the end of year two, a 50% increase in the number of positive print media stories	Measure baseline during first year
Added	By the end of year two, a 100% increase in the number of positive web posts and a 200% increase in website click-throughs	Measure baseline during first year
X% increase in number of awards received annually	Remove (track anecdotally)	



Updates to Performance Measures

Goal BM3: Strengthen and expand events and opportunities for community members, businesses, and visitors to engage with Hayward businesses

Previously	Updated to (includes target)	Baseline
X% increase in the annual attendance at all community events that are intended to support businesses	By the end of year four, a 100% increase in the total annual attendance of events	Data currently being tracked manually, new staff will establish baseline during first year
Added	By the end of year four, a 100% increase in the total annual event attendees that live in Hayward	Measure baseline during first year
X% increase in sales of adjacent or complimentary businesses during events compared to non-event days	By the end of year four, a 100% increase in the sales of adjacent businesses during event days	Measure baseline during first year
X% increase in number of Hayward business sponsoring community events	By the end of year four, a 200% increase in the number of businesses taking part in Hayward events, through sponsorship, advertising, or participation	Measure baseline during first year

